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ABSTRACT OF THE DISCLOSURE

A method for delivering enhanced programming content to a receiver module that displays the enhanced programming content. The method includes accessing a schema document that defines instructions and control parameters that identify one or more of: (i) the availability of enhanced programming or enhanced programming content; (ii) where the enhanced programming or programming content is stored; (iii) when the enhanced programming or programming content is to be delivered to a receiver module; and (iv) what enhanced programming or programming content is to be delivered to a receiver module. The method further includes analyzing the schema to retrieve the control parameters from the schema document. In response to analyzing the schema document, the enhanced programming or programming content is delivered to a receiver module for presentation to the viewer.

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